

CHAMPIONS HOCKEY LEAGUE FACTS & FIGURES

THE BRAND

THE VISION | To be Europe's greatest Hockey Competition.

THE MISSION | Give fans the most exciting hockey experience, give its stars the greatest platform on which to perform.

ESSENCE | Where Europe crowns its Champions.

PROPOSITION | Champions go beyond.

BRAND VALUES | European | Brave | Human | United | Unconventional

#CHAMPIONSGOBEYOND

CHL HISTORY IN A NUTSHELL

- Launched in 2014/15
- 5 successfully completed seasons
- 725 games played
- 77 clubs involved
- 13 leagues & 15 countries involved
- 3 different champions from 2 countries to date
 - 2015 Luleå Hockey (SWE)
 - 2016, 2017 & 2019 Frölunda Indians (SWE)
 - 2018 JYP Jyväskylä (FIN)
- 10 draws held

BENEFITS FOR CLUBS

- International prestige, opportunity to compete against the best and win an international trophy
- Exposure for players and coaches
- Enhanced exposure for clubs thanks to increased media coverage on a pan-European & global basis
- Opportunity to build the club brand outside of the domestic market
- Income opportunities thanks to prize money and additional home gate revenue

THE COMPETITION FORMAT

- 32 teams from 13 leagues
- Teams can only qualify on sporting merits
- No founding club shall automatically be granted playing rights
- A maximum of 5 teams per country
- The CHL Champions are automatically qualified for the next CHL season. However, this will not grant one extra place for the national league of the CHL winners.

The current format is based on clear and measurable qualification criteria and was successfully launched from the 2017/18 season. It's now only 32 instead of 48 teams competing for the European Trophy. Narrowing down the field of participants has made the competition more exclusive and, with the removal of automatic playing rights for CHL founding teams, only the best qualify. Teams have to be champion or in the top places of their domestic league to earn a place. This format makes not only the Champions Hockey League, but also national leagues, more appealing. The "race to qualify" climaxes at the end of regular seasons and in the playoffs, delivering extra excitement to the fans, media and European club ice hockey.

PARTICIPATING LEAGUES

The 2019/20 season will run with the following participating leagues:

- **Founding Leagues:** Austria (EBEL), Czech Republic, Finland, Germany, Sweden and Switzerland.
- **Challenger Leagues:** Belarus, Denmark, France, Great Britain, Norway, Poland, Slovakia and the IIHF Continental Cup

The awarding of wild cards for the champions of challenger leagues is subject of formal approval by the CHL board every season.



QUALIFICATION SYSTEM

As previously pointed out, teams must earn their place in the CHL on the ice. Teams must reach one of the following criteria in order to become a CHL contestant:

1. CHL champions
2. National league champions
3. Regular season winners
4. Regular season runners-up
5. Regular season third-placed team
6. Regular season fourth-placed team
7. Regular season fifth-placed team

The qualification criteria have been slightly adapted for the 2019/20 season and priority has been shifted a little more to regular season placements.














Exceptions are the United Kingdom as the EIHL, in line with their tradition, determines their national champion following the regular season (not in the playoffs) and Austria (EBEL) who applies the following criteria due to a different playing format:

1. National league champions
2. Regular season winners
3. Pick-round winners
4. Pick-round runners-up

Allocation of places per national league

The number of places per national league is allocated with the help of the CHL league ranking. This tool calculates the performance of teams in every CHL season and the better the teams perform, the more spots a league can achieve. However, the six founding leagues remain ranked 1-6 while all challenger leagues follow in accordance. For 2019/20, the previous four CHL seasons will be taken into consideration (weighted 100, 75, 50 and 25 percent – in which the newest season counts the most).

The CHL league ranking after the 2018/19 season looks as follows (online version see [here](#)):

POS	LEAGUE	TYPE	PTS 18/19 100%	PTS 17/18 75%	PTS 16/17 50%	PTS 15/16 25%	TOTAL POINTS * ↓
1	 Sweden	F	100 (100)	100 (75)	95 (48)	100 (25)	248
2	 Switzerland	F	95 (95)	80 (60)	100 (50)	80 (20)	225
3	 Finland	F	85 (85)	90 (68)	90 (45)	95 (24)	222
4	 Czech Republic	F	75 (75)	95 (71)	85 (43)	85 (21)	210
5	 Germany	F	80 (80)	85 (64)	75 (38)	75 (19)	201
6	 Austria (EBEL)	F	90 (90)	75 (56)	65 (33)	65 (16)	195
7	 Belarus		60 (60)	70 (53)	80 (40)	65 (16)	169
8	 Norway		70 (70)	55 (41)	50 (25)	90 (23)	159
9	 Slovakia		55 (55)	60 (45)	70 (35)	70 (18)	153
10	 France		70 (70)	50 (38)	45 (23)	65 (16)	147
11	 Denmark		50 (50)	50 (38)	60 (30)	65 (16)	134
12	 Great Britain		40 (40)	65 (49)	60 (30)	45 (11)	130
13	 Poland		50 (50)	50 (38)	40 (20)	-	108

According to the CHL league ranking, the founding leagues obtained for the 2019/20 season:

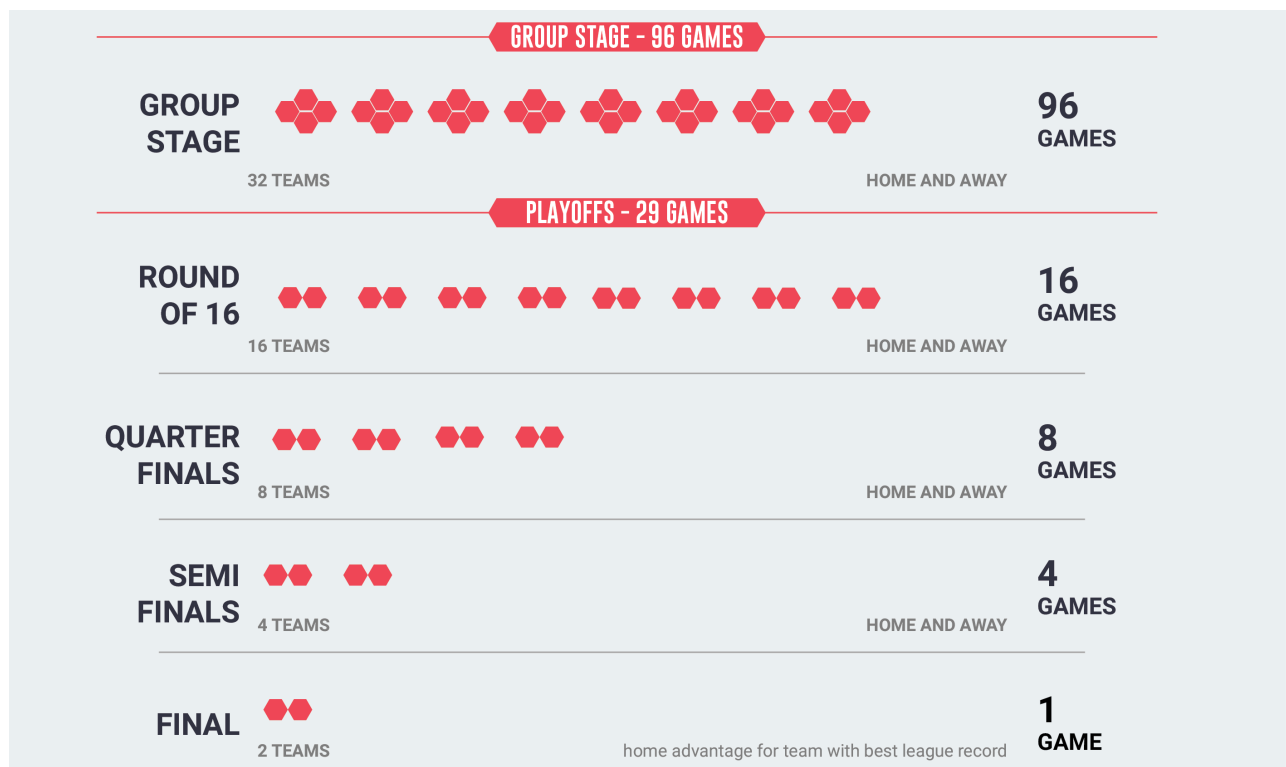
- 5 places: Sweden and Switzerland
- 4 places: Finland and Czech Republic
- 3 places: Germany and Austria

The granted spot to the 2019 champions, Frölunda Indians, is included in the 5 spots for Sweden.

PLAYING FORMAT

A total of 125 games will be played over the course of 13 game days between August and February. Four teams in each of the eight groups will battle in the Group Stage for the playoffs. The top two teams in each group will advance to the Round of 16.

With the exception of the Final, all match-ups in the playoff stage will be two-game, home-and-away aggregate scoring series.



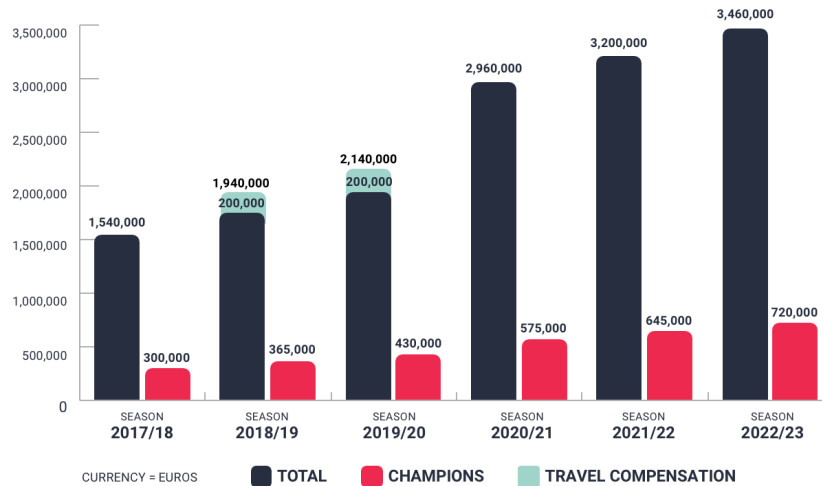
2019/20 CHL CALENDAR

- **Group Stage Draw:** 22 May 2019
- **Group Stage:** 29 August – 16 October 2019
 - Game Day 1: 29/30 August
 - Game Day 2: 30 August/1 September
 - Game Day 3: 5/6 September
 - Game Day 4: 7/8 September
 - Game Day 5: 8/9 October
 - Game Day 6: 15/16 October
- **Playoff Draw:** 18 October 2019
- **Round of 16:** 12/13 November + 19/20 November 2019
- **Quarter-Finals:** 3/4 December + 10 December 2019
- **Semi-Finals:** 7/8 January 2019 + 14/15 January 2020
- **Final:** 4 February 2020

6-YEAR-CONTRACT & INCREASE OF PRIZE MONEY

The CHL has signed an extended partnership with Infront, its exclusive media and marketing partner, for a six-year period until 2022/23. The agreement includes media rights sales, marketing of the event and commercial packages, overall venue management, digital services and management of the TV production.

The partnership not only allows the CHL to develop the product on a stable base, it also brings a significant increase of prize money: from a total of 1,5 mio. Euro in 2017/18 to 3,5 mio. Euro in 2022/23.



*Prize money is subject of approval by the CHL board every season.

BROADCASTING

In 2018/19 Champions Hockey League games were broadcasted by 31 broadcasters and digital platforms to 67 territories worldwide. Many long-term contracts are in place, however Infront will continue to negotiate with potential new media partners.

Country	Broadcaster	Until
Austria	ORF	2022/23
Belarus	BTRC	2019/20
Brazil	ESPN	2022/23
Canada	TSN	2019/20
Czech Republic, Slovakia and Hungary	AMC (Sport 1/2)	2019/20
Denmark	TV2	2022/23
Estonia	ERR	2022/23
Finland	MTV3	2022/23
France and French Overseas Territories	L'Equipe	2020/21
Germany	Sport1 and DAZN	2022/23
Georgia	Silknet	2018/19
Israel	Charlton (Sport 1)	2022/23
Italy	Video33	2018/19
Latvia	Best4Sport	2022/23
Lithuania	LRT	2022/23
Macau	TDM	2018/19
Norway	Viasat	2022/23
Poland	Eurosport	2018/19
Romania	TVR	2022/23
Serbia, Bosnia & Herzegovina, Croatia, Macedonia, Montenegro and Kosovo	Arena sport TV	2022/23
Slovenia	Sport TV	2022/23
Sweden	SVT and MTG (Viasat)	2022/23
Switzerland	SRG SSR and Telecub	2022/23
Taiwan	ELTA	2012/22
Turkey	Sportstv	2022/23
UK & Ireland	Premier Sports	2022/23
Ukraine	XSport	2018/19
USA and its territories	NHL Network	2018/19

(Founding leagues in bold)

CHL IN THE DIGITAL WORLD

- www.championshockeyleague.com
- facebook.com/championshockeyleague
- instagram.com/championshockey
- twitter.com/championshockey
- youtube.com/championshockeyleague
- App: [iOS](#) | [Android](#)
- Hashtags: [#championsgobeyond](#) | [#CHLDraw](#) | [#CHLFinal](#) | [#CHLFanChallenge](#) | [#FansGoBeyond](#)
- Game related hashtags: e.g. [#VLHvsJYP](#)

THE STRUCTURE

The Champions Hockey League AG (CHL) is a company established in 2013 in Switzerland that holds all rights of the Champions Hockey League and organises the competition. CHL is an AG (Aktiengesellschaft = Ltd.) registered in Zug under Swiss Law. As such the CHL is owned by shareholders and governed by a board which is elected by the CHL General Meeting, the league's legislative body

The shareholding structure of the company is as follows ([link to online overview](#)):

- **26 Founding Clubs:** 63%
- **6 Founding Leagues:** 25%
- **IIHF:** 12%